

**UTAH OFFICE OF TOURISM  
BOARD MEETING AGENDA**

**Friday, July 31st, 2020 – 10:00am to 11:00pm**

**Virtual Meeting Via Zoom: Description:**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/82399591974?pwd=ZktaVkpZenZaejVWWjh1VkxqMDhMUT09>

**Meeting ID: 823 9959 1974**

**Password: 156270**

1. Welcome & Introductions: Lance Syrett, Chair - 10:00 am
2. Approval of Minutes: Lance Syrett - 10:05 am
3. Managing Director Report: Vicki Varela, Managing Director, Utah Office of Tourism - 10:10 am
4. Marketing Committee Report:
  - a. Review \$12 million CARES budget and Review and Approval of \$11.4 million Tourism Marketing Performance Fund (TMPF) Budget- Dave Williams, Associate Managing Director and Becky Keeney, Tourism Marketing & Operations Director, Utah Office of Tourism - 10:25 am
5. UTIA Update: Sara Toliver, President of the Board, Utah Tourism Industry Association - 10:50 am
6. Announcements/Upcoming Events – Board and Public - 10:55 am

**Meeting adjourned**

**The August board meeting will be held on Friday, August 14th location TBD.**

**UTAH OFFICE OF TOURISM GOALS**

1. Create Global Brand
2. Strengthen partnerships
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state